

Montréal

The
PARIS OF THE NEW WORLD



Montreal Tourist & Convention Bureau Inc.
Dominion Square Building
Montreal, Canada.

• P.R.M.



Montreal, Canada, March 9, 1937.

FOREWORD

No matter what the tourist seeks to make his stay away from home memorable, he will find it in Montreal: historical background; thriving industry; sports, both summer and winter; gorgeous scenery, and a heart-warming hospitality.

Montreal was the birthplace of Pierre LeMoyne d'Iberville, founder of Louisiana, and of his brother, Bienville, founder of New Orleans; l'Assomption, near by, was the birthplace of Salomon Juneau, founder and first Mayor of Milwaukee. Here, too, lived LaMothe-Cadillac, founder of Detroit and Duluth, explorer of the Dakotas. It is not possible to compress within the limits of this foreword the growth of Montreal from an Indian Village, in 1642, but the visitor who takes an interest in such matters will find here a veritable treasure-house of historical lore.

Montreal, nevertheless, is in every respect a modern city. The only city in Canada with a population of over a million, it is the industrial, commercial and financial centre of the Dominion. Life, naturally, moves here at no slow pace; nor are opportunities lacking to enjoy to the full, though sanely, leisure time.

Within a very short distance of the city is the Laurentian District, world-famed for its winter sports and for hunting and fishing at other times of the year. The Laurentian Hills, at any season of the year, will tempt any lover of Nature to linger and be charmed by the picturesque countryside.

More than two-thirds of the inhabitants of Montreal speak French as their native tongue. They and their English-speaking fellow-citizens have a well-deserved reputation as dispensers of a warm and charming hospitality. On their behalf I say, "Welcome to Montreal. We assure you that you will not regret your visit to the Metropolis of Canada."

J.-ADHÉMAR RAYNAULT,
Mayor of Montreal.



Hôtel de Ville (City Hall).

MONTRÉAL A TOURIST AND CONVENTION CITY!

FROM whatever point he may come, the traveller to Montreal first sees Mount Royal, and then he visits the famous Lookout. The city lies below, skirting the shores of the blue St. Lawrence. To left and right, as far as the eye can reach, the business, industry and home life of a mighty metropolis lie spread to meet his gaze.

He sees the shipping of the World's largest and most famous inland water seaport; historic St. Helen's Island; The Jacques-Cartier Bridge and Victoria Bridge crossing to the distant South Shore. Beyond, Mounts St. Bruneau, Beloeil, Rougemont, and Saint-Grégoire thrust sturdily against a horizon that fades into the Adirondacks of New York and the Green

Mountains of Vermont. Truly this is a breath-taking panorama; a scene of infinite variety; a kaleidoscope of stately architecture, industrial might, pastoral loveliness and rugged grandeur.

Montreal, in this magnificent setting, is the ideal convention city. Large, luxurious hotels afford the perfect "Home, away from home," as well as every scope for meetings. And there's something contagious about Montreal's gay life—an atmosphere of good fellowship and camaraderie—intangibles—but vital-factors in the success of any convention.

Write us for information as to accommodation, costs, etc.—you will receive accurate and prompt information at once from

MONTREAL TOURIST & CONVENTION BUREAU INC.
Suite 19 (Mezzanine) DOMINION SQUARE BUILDING Montreal, Canada

**Notre-Dame
de Montréal,
Place d'Armes**

• At Place d'Armes begins the adventure of Montréal . . . a stirring story opening with the colourful life of Paul de Chomedey, Sieur de Maisonneuve. He led a group of colonists who founded Ville-Marie de Montréal in 1642. Thus did the romantic story of Montreal begin, a lonely fort in the forests hundreds of miles from any other colonist's settlement. Indians constantly threatened the first inhabitants of Ville-Marie. The white man's conquest of the St. Lawrence valley was a bitter struggle, culminating in August, 1689, in the massacre at Lachine, when the ferocious Iroquois Indians wiped out a settlement. Thence a garrison was maintained to protect the little town and in the middle of the eighteenth century Montreal had the appearance of an impregnable fortress. Visitors entered through strongly guarded gates. From watchtowers on the fortifications guards kept vigil.

• The monument to the city's founder (on opposite page) faces one of the most picturesque churches in America, Notre Dame de Montréal. The present building was completed in 1829. On important occasions the lovely tone of "Le Gros Bourdon," the largest bell in America, can be heard for miles up and down the river and echoes against the sky-scrappers which have conquered Montreal's skyline, once dominated by Notre Dame's fine towers.

• The church was originally built across the street by the famous congregation of Saint Sulpice.

• The Sulpician Seminary, the oldest building in use in Montréal, stands next to the Church and was built in 1683 by Messire Dollier de Casson (once upon a time a gallant cavalry officer of the army of Turenne) who was then Superior of the "Messieurs de Saint-Sulpice".

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Montréal . . . Canada's Business Capital

• History rubs shoulders with modernity in Montreal, and the old and new are strikingly blended . . . In nothing is this civic trait more dramatically exemplified than in the contrast between such relics of the storied past as buildings erected one, two or more centuries ago and the increasing number of structures which are the product of present-day engineering skill . . . Sometimes, in the older portions of the city, the two stand side by side, as on Place d'Armes.

• In keeping with its predominant rôle in Canadian financial, commercial, industrial and transportation spheres, Montreal has its share of fine office buildings, of distinctive architecture and imposing proportions . . . Grace of line and dignity and simplicity of mass, and not mere height or bulk, have been the objectives kept in view by the architects and owners.

Upper right: Dominion Square Buildings, headquarters of the Montreal Tourist and Convention Bureau. (We shall be glad to answer all enquiries and assist in every way in making your visit to Montreal enjoyable. Please don't hesitate to write us, or visit our office while in Montreal.)



Lower left: Sun Life Assurance Company Building, on Dominion Square.

This Booklet About Montréal . . .

has been prepared so that YOU can get a short preview of what is in store for you in our metropolis, what there is to do, what there is to see and how you can enjoy yourself while here. No matter how long you have planned to stay here, you will find this booklet a guide to your "Montreal Adventure."

• There are some things about Montreal, its charm and atmosphere, that cannot be rendered pictorially. French is the mother tongue of a large part of the population. Visitors hear French spoken everywhere, in shops, restaurants, night clubs, and this gives life in Montreal a very Parisian touch. Even though you are accustomed to the racy life of New York or the romantic traditions of San Francisco, Montreal has just that "something" about it, that has charmed visitors for generations, in fact from that very bright May forenoon in 1642 when one of Maisonneuve's companions said (in French, of course): "I make no doubt that our settlement can be compared to a mustard seed which one day will become a huge tree."





Upper left: Canada Cement Building, Phillips Square, with New Birks Building adjacent. **Upper right:** Bell Telephone Company's Beaver Hall Building. **Centre:** Architects' Building, newly purchased by Canadian Industries, Limited. **Lower left:** Aldred Building, Place d'Armes.



A City of Fine Buildings

- On these two pages are some of the buildings of which Montrealers are really proud—they symbolize the quite amazing commercial progress of this Island City—and from them and many others are directed industries, railways, and commercial enterprises which do business throughout the British Empire and America, and have made Canada the fourth largest exporting nation on earth.

- Some people are impressed by the size and importance of Montreal and to these we explain that here are centred a number

of industries: textiles, sugar refining, iron and steel, electrical, packing houses, pulp and paper, paint, tobacco, cement, food products and an enormous variety of other undertakings too numerous (and perhaps tedious) to mention here. A visitor who is particularly interested in some type of manufacturing industry (and who can't forget it on his vacation) will be given directions from the Montreal Tourist and Convention Bureau where to go and whom to see.

• But while you visit some of the most historic sights in North America these buildings will remind you of the wealth and power of Montreal, of the enterprising "Voyageurs" who explored and conquered the Mississippi valley, of the great exploration of modern times which has established great mines and holds greater promises for the future—greater than were ever thought possible two centuries ago. Soon Montreal will be the American terminus for the Trans-Atlantic airway . . . a new era begins in the 20th century.

- Two of the best known institutions for higher education on this continent, the Montreal and McGill Universities, are located in Montreal, besides theological colleges in connection with the Roman Catholic, United, Presbyterian, and Anglican Churches.

- Climatic Conditions.—Average Temperature (Fahrenheit) five-year period—Spring 40 degrees, Summer 67 degrees, Autumn 46 degrees, Winter 17 degrees.

The Civic Library ...

• Montreal's stately Civic Library, facing Lafontaine Park, is one of the chief architectural adornments of the eastern portion of Sherbrooke Street... The Library contains many rare volumes.

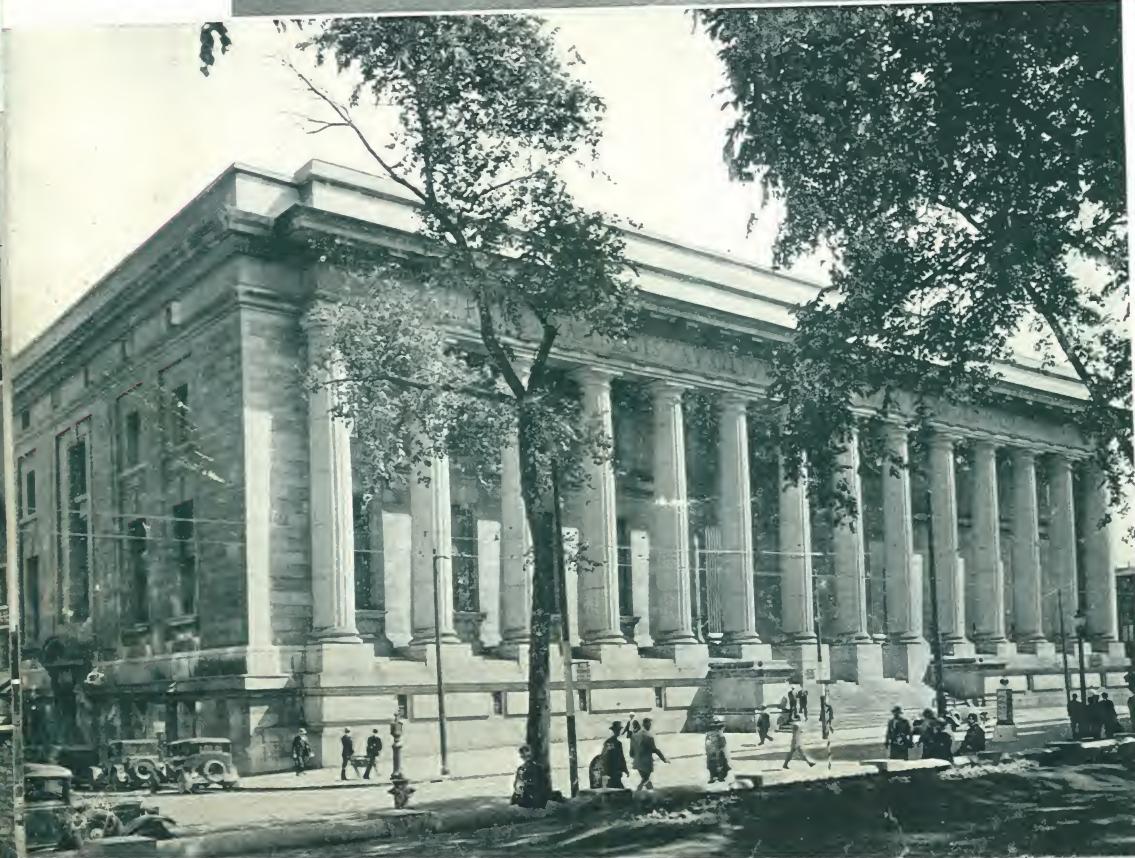


The Court House Annex ...

• This handsome modern building stands on Notre Dame Street East, facing the older Court House, one of Montreal's most imposing and massive specimens of architecture. In addition to accommodating the overflow of judicial and legal business from the older building, the Annex houses the Quebec Government Offices in Montreal. The Code Napoléon is still the civil law of the Province of Quebec.

• The tourist who finds himself in the vicinity of the Court House or of Place d'Armes should seize the opportunity of exploring the maze of narrow and crooked streets between these sites and the waterfront, all dating back from the French Regime.

• In the heart of Old Montreal, every foot of ground here has its historic memories, recalled by numerous commemorative tablets to be espied at frequent intervals.





Montréal's Art Gallery . . .

• Montreal is one of the leading art centres of Canada, and the Gallery of the Art Association of Montreal on Sherbrooke Street West (seen at left) houses a comprehensive and valuable collection of paintings, particularly of the French and Dutch schools, and is the scene of the annual Spring Shows of the Association and the exhibitions of the Royal Canadian Academy.

• There are also frequent showings of rare works by old and modern masters from the splendid private collections of leading Montreal citizens . . . In the picture are shown, from left to right, the Gallery, the Erskine and American United Church, the Chateau Apartments (distinctive in their architecture) and the Acadia Apartments.

• Sherbrooke Street, one of the main traffic thoroughfares, is noted for its many fine educational, religious, church and other public structures, including McGill University, the Montreal Technical Schools, the Masonic Temple, the Mother House of the Congregation of Notre-Dame and the Sulpicians' Colleges.

Royal Victoria Hospital . . .

• The tree-clad slopes of Mount Royal form a picturesque background for Royal Victoria Hospital, strikingly reminiscent in its architectural features of some ancient baronial castle in Great Britain or Western Europe.

• This splendid hospital is a monument to the munificence of Lord Strathcona and Mount Royal, the Scottish immigrant boy who, after passing one-half of his life as a Hudson Bay Company factor in desolate Labrador, had a notable career as Canadian statesman and financier, co-builder of the Canadian Pacific Railway, Canadian High Commissioner in London, and died a peer of the realm.

• Royal Victoria Hospital, which maintains close relations with McGill University, is but one of Montreal's half-a-score of well-equipped institutions devoted to the care of the sick and suffering.



Montréal scene of many Ancient Ceremonies

- Visitors are fascinated by the many religious and civic ceremonies which, while of ancient and time-honored origin, are still observed in Montréal—and nowhere else in the Americas.
- Since the initiation of Maundy Thursday by Jésus-Christ a scene like the one pictured here happened in the large basilicas and Royal chapels in the Old World. In Montréal every year before Easter on Maundy Thursday His Worship the Mayor participates in the ceremony of the washing of the feet of 12 paupers who symbolize the twelve apostles. The scene occurs at sunrise in the Hôpital de Notre-Dame de la Merci.



• St. Joseph's Oratory as it will appear when completed. The Crypt only is shown at the right of the picture below.



St. Joseph's Oratory, Côte des Neiges . . .

- Is famous throughout North America for remarkable cures wrought through the intercession of the late Brother André, known as the "Miracle Man of Montreal" . . . Here pilgrimages, some numbering thousands of suppliants, come almost daily from all parts of the continent.

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Basilica of St. James . . .

• The Cathedral Church of the Archbishop of Montreal, occupying a commanding situation on Dominion Square, in the heart of Montreal, is a replica of St. Peter's at Rome, on a scale of about one-third. . . Erected in 1870, it is of imposing dimensions, being 330 feet in length and 222 feet in width. . . The cross surmounting the dome stands 250 feet from the ground. . . The monument shown, which stands at the north-west corner of the Cathedral, honors Monseigneur Ignace Bourget (1799-1885), second Bishop of Montreal.

**Church of St. Andrew and St. Paul
(Presbyterian), Sherbrooke St. West**

• Newest, and one of the largest and finest, of Montreal's many splendid Protestant edifices, the Church of St. Andrew and St. Paul is buttressed by more than a century and a half of ecclesiastical history. It was erected in 1931-2 to replace the church of the same name on Dorchester Street West, demolished to make way for a railway terminal. The older church was built as St. Paul's in 1867 by a congregation founded in 1833, and in 1918 a union brought in St. Andrew's congregation, founded in 1824.





McGill University Campus and Site of Indian Village of Hochelaga

• Montreal's world-famous seat of learning, which numbers Sir William Osler among its sons, occupies the approximate site of the Indian village of Hochelaga found by Jacques Cartier when he first sailed the upper waters of the St. Lawrence in 1535, and a small stone monument, shown in inset and standing under the trees at the lower left-hand corner of the picture, commemorates this fact. . . The inscription on the stone is in French and English, the latter version reading:

"Near here was the site of the fortified Town of Hochelaga visited by Jacques Cartier in 1535, abandoned before 1600. It contained fifty large houses, each lodging several families who subsisted by cultivation and fishing."

• At right: Old Hudson Bay Company trading post at Lachine, nine miles from Montreal. . . Lachine in 1689 was the scene of the worst massacre in Canada's history, a band of Iroquois descending upon the unsuspecting village in the night, slaying nearly two hundred of the inhabitants and carrying off another hundred for death by fearful torture.

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Montreal's Parks . . .

• The City of Montreal and its residential suburbs are fortunate in the possession of a group of parks of exceptional beauty and interest. Their chief glory is Mount Royal Park, occupying the six-hundred foot summit and the sides of Mount Royal, and comprising within its boundaries some 475 acres of well-wooded areas, open expanses, winding roads and precipitous slopes, the whole forming a magnificent playground to be preserved in perpetuity for the citizenry of the metropolis.

• Jeanne-Mance Park, a spur of Mount Royal at city level, provides extensive recreation grounds for densely populated sections of the city.

• Of less spectacular extent and topographical character, but distinguished by its natural charms and its skilful landscaping, is Lafontaine Park, in the eastern part of the city . . . Here a lake with an illuminated fountain, a curving lagoon, a small zoo, a civic conservatory and several handsome monuments are among the attractions.



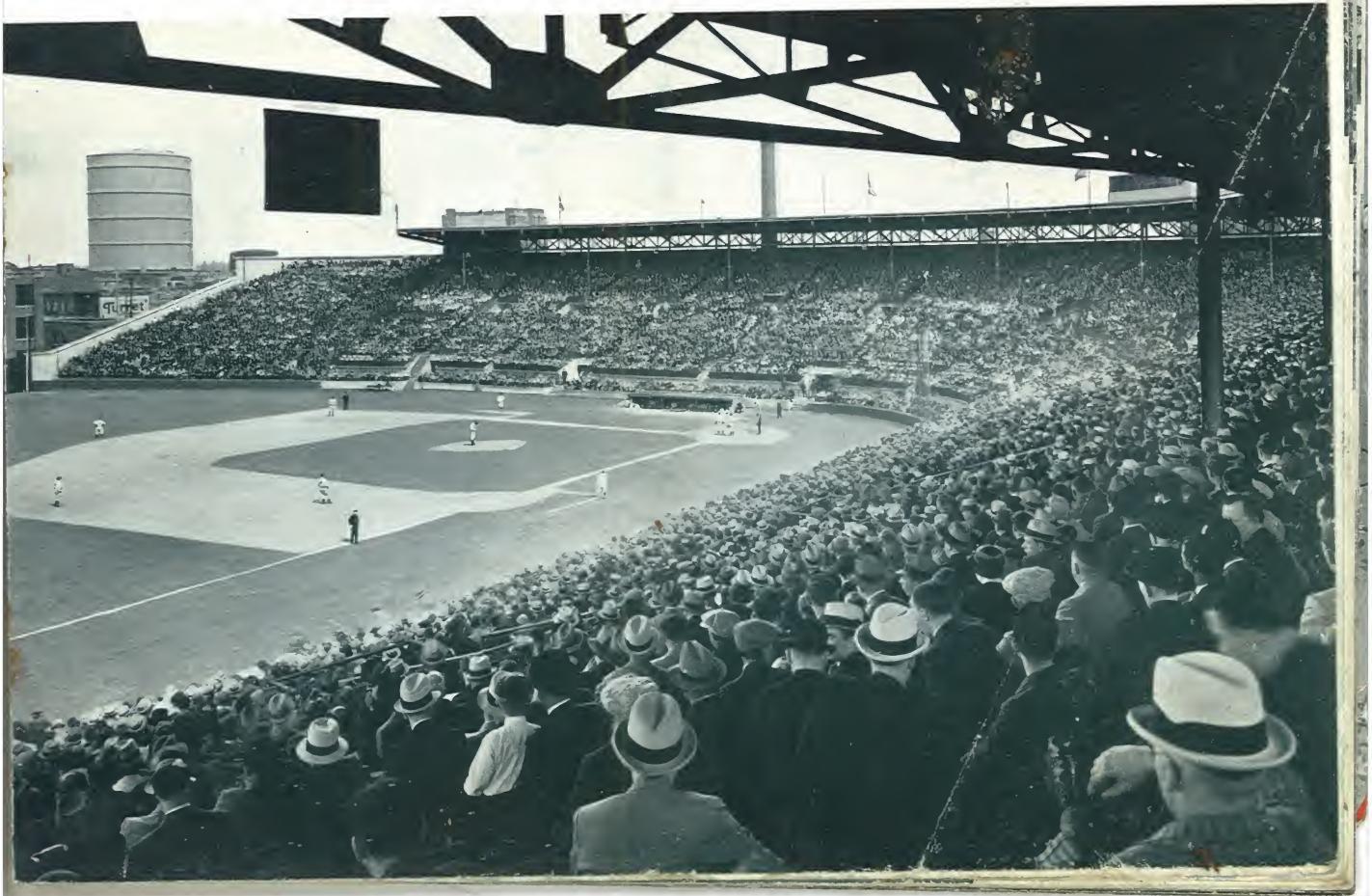
• Destined soon to be a close rival of these two splendid parks is St. Helen's Island, situated in the St. Lawrence in front of the city. . . The recent construction of the Jacques-Cartier Bridge has made possible the development of the island as a river park, and elaborate plans have been made. . . On the island are some interesting military works, partly French and partly British construction.

• The name St. Helen's was bestowed in honor of Hélène Boulay, girl wife of the Great Champlain . . . Other parks and squares dot the city, while Westmount, Outremont, Montreal West, Verdun and smaller suburbs all have their attractive and much-prized parks.

• The illustrations show (at top left) the Lookout on Mount Royal, with a vision range of fifty or more miles westward, southward and eastward, and (lower right) a bit of the lagoon in Lafontaine Park.



• Blue Bonnets Race Track is one of several in Montreal. An afternoon out here or in the large Base Ball Park gives relief to the sightseer. After all, sightseeing is thrilling (and tiring), and if you want excitement, these are some of the places where you can find it. For information about the races or the baseball games or other events in the sporting world we refer you respectfully to your hotel information bureau—there's always somebody there who knows what's the best bet—for an afternoon or evening diversion.



Montréal A World Port . . .

- Montreal, although one thousand miles from the Atlantic, is one of the world's greatest seaports, with some 300 ocean passenger and 2,000 freight sailings during its period of navigation from April to December... Modern elevators (capacity 15,000,000 bushels) enable it to keep its world record, held for many years, for annual wheat shipments.
- Upon Montreal converge the shipping of the Atlantic and the Great Lakes and the railway traffic of more than half a continent . . . Huge Atlantic liners and palatial lake and river steamers berth with ease beside the fine piers of the city's fifteen-mile harbor front, while nearby such humbler craft as dingy freight liners, battered sea tramps, lake ore and coal carriers, canal barges and quaint batteaux load or discharge cargoes.
- The aerial view shows the Jacques-Cartier Bridge and the ocean liners' docks in the middle distance, and the entrance to the Lachine Canal, leading to the upper St. Lawrence and the Great Lakes, in the foreground.





Bon-Secours Habitant Market Place

If the quaint vehicles of the "habitant" replaced the motor trucks in this picture it might represent the interesting scene on this hill as it has taken place daily here for more than one hundred years. As long as any one can remember the Bon-Secours market has been a lively and picturesque spot in Montreal. Even to-day some of the old two-wheel buggies can be seen here. Seventeenth century French is spoken (also English), and if you decide to make a bargain at one of the interesting stalls you will be thrilled by the vivacious and charming personalities of the "Canadiens." The column seen in the background is a monument to one of England's greatest sailors, Lord Nelson.



Château de Ramezay . . .

- The vicissitudes of history have been known in full measure by the Château de Ramezay (at right), one of the landmarks of Montreal . . . Erected in 1705 by the French Governor whose name it bears, it remained in the family possession for forty years. . . . After the Cession of Canada to England, it was bought by the Government in London to be the official residence of the Governor of Montreal.
- When the American forces took Montreal in 1775, the Château was the residence of General Wooster and of his successor, Benedict Arnold, still a loyal soldier of the Revolution . . . Hither came Benjamin Franklin, Samuel Chase and Charles Carroll in 1776 as commissioners from the Continental Congress to seek French-Canadian adherence to their cause . . . Their mission a failure, they returned to Philadelphia in time to sign the Declaration of Independence, but left behind a French printer who two years later established The Gazette, now Montreal's leading morning newspaper.

- The Château continued in gubernatorial use until 1848, and was then occupied successively as a court house, an education office, a normal school, a part of Laval University, a circuit court and a magistrates' court . . . It then became city property and was converted into a museum administered and now owned by the Society of Archeology and Numismatics.



Fort Chambly . . .

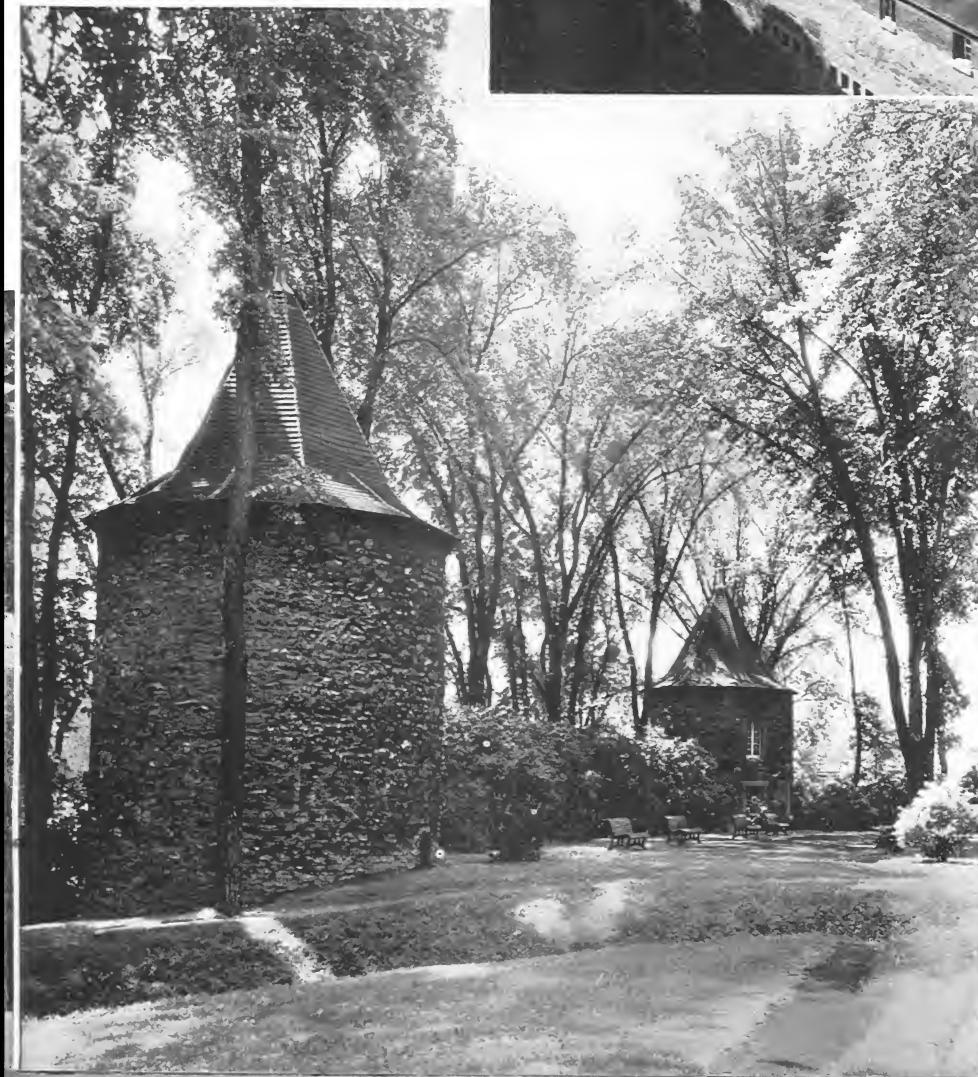
- Twenty miles from Montreal, on the historic Richelieu River, is the village of Chambly, with its massive stone fort, well preserved . . . Built in 1710-11, and restored in 1733, it stands on the site of a wooden fort built in 1665 and partially burned by Indians in 1702. . . . It was of great strategic importance, as the Richelieu was the main route between Canada and the American Colonies both for peace and war purposes.
- Captured from the French by the English in 1760, the fort was taken by the Americans under Montgomery in 1775, and burned when evacuated in 1776. . . . Restored, it was used for housing American prisoners in the War of 1812, and nearby are buried a number of American soldiers who died in the two wars, among whom is General John Thomas. A monument to his memory stands outside the walls. In the fort is an interesting war museum.



- At Chambly also is a fine monument to Colonel de Salaberry, hero of the victory of Châteauguay in 1813, and here too is Chambly Villa, birthplace of Emma LaJeunesse, who as Madame Albani gained world-wide renown as a songstress second only to the great Patti . . . Chambly is reached from Montreal by the Montreal-Sherbrooke (No. 1) Highway.

Ile Sainte-Hélène

- The barracks and fort at this particularly historic spot, called the last bulwark of French sovereignty over Canada, are worthy of interest. It was at Ile Sainte-Hélène, after the death of the Marquis de Montcalm, that the Chevalier de Lévis, who succeeded him, is said to have thrown his sword into the river after breaking it on his knee and burned the colours of his regiments rather than surrender them.



Guarded Militant Missionaries . . .

- In the grounds of the Grand Séminaire of St. Sulpice, on Sherbrooke Street West, Montreal, and visible from that thoroughfare, stand these two ancient stone towers, precious relics of the early days of Ville-Marie, and silent witnesses to the indomitable efforts of the first missionaries to bring civilization to the aborigines of Canada.

- These two stout defences were a part of "Le Fort de Messieurs," built by Abbé Vachon de Belmont, of the Messieurs de Saint-Sulpice, to protect from hostile Iroquois attacks the pupils drawn from the friendly Indian tribes and being taught by the members of the order and the pioneer nuns . . . Records are still preserved of occasions on which teachers and students were compelled hastily to seek the safety of the fort.

- Over the portal of the Grand Séminaire may still be read the inscription, commemorating this early rôle of the Sulpicians: "Hic evangelizabantur Indi, 1676 . . ." (Here were evangelized the Indians, 1676).

On the Road to Montréal . . .

• The traveller by highway through rural Quebec finds it easy to believe that "Je Me Souviens" ("I Remember"), the motto of the Province, is no meaningless phrase but the expression of the spirit of a people who not only have a deep affection for the "good old days" but have kept touch with them to a degree unknown elsewhere in the New World. . . .

• The spinning wheel is preserved, not as a curio, but as a household implement in almost daily use in one of the domestic handicrafts which are enjoying a renaissance under governmental encouragement, and which, beside yarn-spinning, include the making of blankets, coverlets, homespuns, linens, woven rag rugs, hooked rugs and home-tanned leathers. . . .

• At right centre is shown an old windmill, still in use for grinding near Verchères, twenty-five miles from Montreal, on Highway No. 3. . . . At lower left are two thatched barns, of which many specimens may be seen on the Montreal-Quebec Highway (No. 2), and on other main and secondary roads.

• A characteristic of French Canada is the liberal use of whitewash on houses, farm buildings and fences, adding to their neat appearance.



Canadian Customs . . .

• For a period of sixty days a motorist who is a resident of the United States may bring his car into Canada duty-free, for touring purposes only, and return to the United States either by port of entry or by any other port. . . . The motorist desiring to stay more than sixty days will, on request at the time of entry, be granted a six-months permit without the bond hitherto required. . . . Tourists' boats, canoes, cameras, hunting, fishing, camping and sports accessories, etc., enter free.

On the Road to Montréal . . .

• The outdoor bake-oven, many specimens of which are still to be seen along the highways of Quebec, especially in the long-settled areas of the Province along both sides of the River St. Lawrence, are among the most curious of the quaint survivals from the old regime which constantly remind the tourist that he is "abroad without crossing the seas."

• Another odd sight, rarely to be seen elsewhere, is the ancient well-sweep, similar to that used in Egypt and the Orient from time immemorial, still in use in many a farmyard . . . Yet the habitant is not quite so archaic in all his ways as might be inferred from the primitiveness of some of his possessions; often the ubiquitous flivver is parked beside the well with its sweep, and a new silo may adjoin the thatched barn built a century or more ago.

Below: An oxcart takes its place in the traffic on a sideroad.



U.S. Customs Regulations

• The law requires that every person entering the United States shall make a declaration and entry of personal baggage. The senior member of a family may, however, declare for the entire family.

Returning residents of the United States must declare all articles acquired abroad in their baggage or on their persons, whether by purchase, by gift or otherwise, and whether dutiable or free of duty. Exemption, however, will be allowed by Customs Officers of articles aggregating not over \$100 in value, if suitable for personal or household use or as souvenirs or curios, and whether intended for the personal use of the passengers or as gifts or presents to others, provided the articles are not bought on commission for another person nor intended for sale. Articles so exempt from duty must, nevertheless, be declared.

Immigration Regulations

• **Canada**—Bon-fide citizens of the United States require no passports in entering Canada, but should be prepared to furnish evidence of identity. Cards showing membership in recognized motor clubs or associations are usually accepted for this purpose.

Foreign-born citizens and alien residents of the United States should carry credentials establishing their legal residence there.

• **United States**—Tourists returning from Canada to the United States should be careful to have proofs of American citizenship or right to residence in that country, as otherwise they may be denied re-entrance temporarily or even permanently.



On the Road to Montréal . . .

• In some sections of Quebec, the once-familiar "Haw" and "Gee" may still be heard, as oxen are used for farm work, sometimes incongruously enough yoked to up-to-date machinery, or in the same field with the modern tractor. . . . Nor does this survival indicate any inferiority in Quebec's agriculture as the province stands high in its record of farm production, and its livestock figures largely in the prize lists of national and international exhibitions.



• Distinctive features of the highways of Quebec Province are the wayside shrines (calvaires) encountered every few miles, emblems of the simple and unquestioning faith of the French-Canadian . . . Some are of a most elaborate nature, with colored life-sized, or heroic, statues of the Christ, the sorrowing Mother, the beloved Disciple and other participants in the world's greatest tragedy.

• Others are plain crosses, with the figure of the Saviour, while still others carry only the hammer, spear and other insignia of the Crucifixion. . . . Whether simple or ornate, these shrines lend an Old-World touch to any motor journey in the Ancient Province.

• An occasional variant, in which modernity and tradition are strangely blended, is a stark cross of trussed and braced structural steel, without embellishment, of which the most striking example is that on Mount Royal, 110 feet high, a landmark visible for miles in all directions by day and night to commemorate the one erected by Maisonneuve, the founder of Montreal, almost three centuries ago.

At right: Scene between Vaudreuil and Pointe-Fortune, Highway 17, one of two routes linking Montréal with Ottawa.

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On the Road to Montréal . . .

- By whatever route the motor visitor travels to the metropolis of Canada, the excellence of the provincial highway system is enhanced by scenic loveliness.
- Quebec is a province of fertile plains and spreading forests, of rolling hills and smiling valleys, of broad rivers, swift streamlets and gem-like lakes, and no matter what road is taken, the traveller enjoys a succession of charming vistas.
- The illustration shows a bit of Orford Lake, at the foot of Orford Mountain, the highest point of land in the southern part of Quebec Province, on the Montreal-Sherbrooke Highway (No. 1), one of the two main routes to the New England States.



- The new Jacques-Cartier Bridge (at left), one of the principal entrances to Montreal from the south, is over two miles long and connects Montreal Island with the South Shore of the St. Lawrence. Its main span, 162 feet above mean water level, allows full clearance for ocean, lake and river shipping.

- At the right of the picture is the Seamen's Memorial Tower, erected in memory of mariners who gave their lives in the Great War... At the left is the world's largest cold storage warehouse, operated by the Montreal Harbour Commission as one of the port facilities . . .

- The Harbour can accommodate more than 125 ocean-going vessels at one time, in addition to a large volume of lake and river traffic.

MONTRÉAL, THE WINTER SPORTS CENTRE



ONTREAL has a winter season ideal for sports. A generous snowfall, a beautiful mountain park and numerous ski-ing resorts an hour or so away, these things have made Montreal a ski-ing centre. The trend towards winter sports has taken hold of young and old—and everyone has gone literally crazy about ski-ing—the finest and most exhilarating sport in the world (when you can't play golf, perhaps!). In Mount Royal Park and Jeanne-Mance Park skiers find every type of terrain, from steep twisting slopes to easy cross country runs—and thousands of people enjoy themselves here all winter. In the Laurentians and the open country around Montreal, opportunities abound for ski-ing week-ends. Comfortable ski-specials are operated by the railways and comfortable, medium priced accommodation is available everywhere.

Information regarding ski-ing privileges, ski equipment and clothing, expert instructors, guides for outings, special week-end ski trains, and recommended hotels or lodges in the Laurentians may be obtained from the leading hotels, or the Montreal Tourist and Convention Bureau.

Tobogganning. A four-chute slide, half a mile long, is operated on Mount Royal by the Park Toboggan and Ski Club daily from 10 a.m. to 10 p.m. A commodious and modern clubhouse adjoins the slide.

Hockey. Montreal stands pre-eminent in the game of hockey. Years before the hockey craze swept over the United States, the game was attracting throngs of spectators in Montreal. International contests take place two or three times each week, and the nights between offer excellent amateur games.

Curling. Privileges of the curling clubs in Montreal are open to visitors vouched for by their home clubs and may be arranged through their hotels or the Montreal Tourist and Convention Bureau.

Snowshoeing. The snowshoe clubs in Montreal have a hearty welcome for visitors wishing to take part in either an exhilarating outing on snowshoes or the social features which accompany the sport.

Sleigh Driving. While the streets of Montreal and the adjacent highways are cleared for motor traffic throughout the winter, sufficient snow surface is left for the sleighs which are so popular with visitors.

+ + +

Skating. Devotees of skating find in Montreal full opportunity to enjoy this healthful and zestful exercise. Scattered throughout the city are proprietary rinks or civic free rinks to the number of nearly one hundred. Picturesque masquerades are held periodically at these rinks.

Figure Skating. Montreal produced the Rubenstein brothers, who between them held the Canadian, American and World's championships for figure skating for many years, and the city has many skilled exponents of this most graceful of exercises, to which the Winter Club on Drummond Street is devoted.

Riding. Few are the days in winter when the roads and bridle-paths of Mount Royal lack their quota of riders. Saddle-horses may be rented for any period desired.

Equipment and Toggery. Equipment and toggery for ski-ing, skating, tobogganing and other winter sports are easily and quickly procurable by purchase from numerous mercantile establishments, or by rental from leading hotels and sports outfitters.

Special Railway and Hotel Rates. Intending visitors are advised to consult their local railway ticket agents regarding special week-end rates or low-fare excursions at frequent intervals throughout the winter season. Any of the hotels named on last page of this folder will advise enquirers of special prices for week-ends or all-inclusive rates including rooms, meals, and attractive entertainment programmes.

Please don't hesitate to write the Montreal Tourist and Convention Bureau for any information you want. This organization is a non-profit community organization whose sole object is to serve visitors who intend to come here or who have arrived. Convention officials, too, will find us ever willing to advise them concerning Montreal's unusual and superb convention facilities. We can refer you to numerous organizations who have "conventioned" in Montreal, and they will tell you that they are looking forward to their next "Montreal Convention"—"such a good time was had by all"!

We shall be glad to send a copy of this complimentary booklet to your friends who may be considering vacationing in Canada this year. Just mail their names and addresses to us. Our services are absolutely free of charge—and there is no obligation whatever on your part.

Montreal Tourist and Convention Bureau, Inc.
Suite 19 (Mezzanine), Dominion Square Building, Montreal.

• Favored from mid-December until the middle of March with ideal winter weather in which sunshiny skies, clear invigorating air and equable temperatures mark a majority of the days, Montreal offers to its visitors and its citizens alike a great number and variety of seasonal sports and recreations, and establishes without question its claim to be ranked as the most complete and elaborately equipped winter resort on the North American continent.

• In this little picture of Dominion Square, the photographer has caught with rare fidelity the spirit of Montreal in winter.



• The whole winter season in Montreal takes on a carnival character, filled with diverting, entertaining or exciting activities which those of both sexes and all ages may enjoy as participants or spectators . . . So innumerable are the scheduled or special winter sports events that the visitor at any time throughout the season finds enough of them, in conjunction with sports and pastimes always available, to assure a full programme of outing, relaxation and entertainment.

• At top is a week-end or holiday afternoon scene in Mount Royal Park, with the winding roads crowded with pedestrians and sleighriders . . . To tourists from regions where snow is a rarity, a sleighride is an especially novel and enjoyable experience . . . At right centre, Mother and Dad are giving Junic a ski lesson, and at the left two husky young devotees of the outdoor life are pausing after a strenuous climb.

Here They Come!...

• A mile in sixty seconds! . . . That's tobogganing, a thrilling winter pastime from which the novice may obtain as much pleasure as the expert, and which appeals to young and old alike . . . A six-chute slide, nearly a mile in length, is maintained on Mount Royal by the Park Slide Club, reached from the principal hotels by a drive of fifteen minutes or a half-hour walk. . . . Throughout the winter it is the rendezvous for hundreds fond of this thrilling but safe sport . . .



• While snow-shoeing has given place to skiing as Canada's favourite winter sport, numerous clubs of "raquetteurs" still abound in Montreal. In their colourful "tuques" and vari-coloured blanket coats, the snow-shoers present an inspiring spectacle as they parade through the city streets on ceremonial occasions or on their way to "meets".

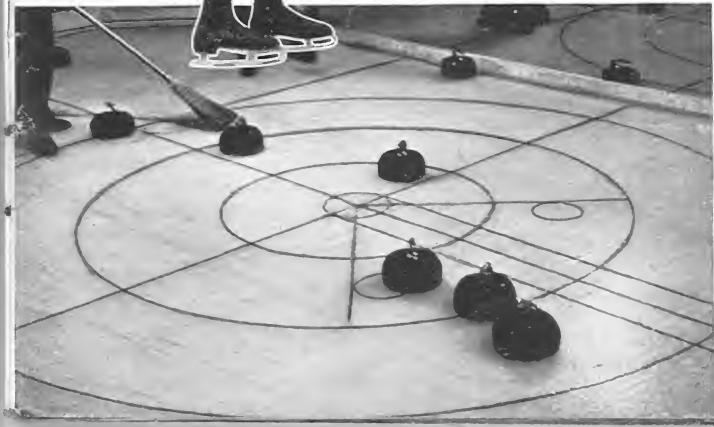


Is there anything more exciting than a hockey game?

- Here's one about to start in Montreal's famous battle-scarred Forum—where hockey history has been made—where millions have been thrilled by suspense and ruthless battle of great hockey teams. A French-Canadian audience roaring the teams to victory—or defeat—is an unforgettable experience. Don't miss it.
- And those who have tried figure skating will appreciate the picture to your left—although the lady seems to be enjoying herself more than the gentleman—but then he has to keep his mind on his work—or else! Beautiful skating like this goes on in the rink on Drummond Street at the Winter Club and special contests are held frequently during the season.

• Curling is another pastime—and you can do curling in Montreal.

• Page Twenty-seven



Golf Clubs In and Around Montreal...

Beaconsfield Golf Club, Beaconsfield
Beaurepaire Golf Club, Beaurepaire
Country Club, St. Lambert
Elmridge Country Club, Dorval
Forest Hills Golf Club, Lachine
Hampstead Golf Club, Hampstead
Islesmere Golf Club, Ste. Dorothee
Kanawaki Golf Club, Caughnawaga
Lake St. Louis Country Club, Lachine
Laval-sur-le-Lac Golf Club, Ste. Dorothee
Marlboro Golf Club, Cartierville
Montreal Municipal Golf Course, Montreal
Mount Royal Golf Club, Town of Mount Royal
Rapids View Golf Club, Lower Lachine Road
Rosemere Golf Club, Rosemere
Royal Montreal Golf Club, Dixie
St. Leonard's Golf and Country Club, St. Leonard Road
Senneville Golf and Country Club, Ste. Anne's
Summerlea Golf Club, Lachine
Whitlock Golf Club, Hudson Heights



• A score of splendid golf courses on or close to the Island of Montreal permit votaries of the Royal and Ancient Game to exercise their skill under enviable playing conditions and amid surroundings of scenic loveliness, while commodious clubhouses minister to their comfort and material wants. There are several public courses, while at most of the club links playing privileges may be obtained by means of cards of introduction, which the visitor should secure from his home club, his Montreal hotel or some local member. Green fees, ranging from 50 cents to \$2.00, may be ascertained on application to the various clubs.

Canada's Transportation . . .

• Montreal is Canada's chief centre of air, land and interior waterways transportation . . . Here are the headquarters of the Dominion's two great railway systems—the Canadian Pacific, whose tracks and steamships encircle the globe, and the Canadian National, whose mileage of 23,400 is the largest under a single management anywhere in the world; of the Canada Steamship Lines, operating passenger and freight services from the head of Lake Superior to the Atlantic; of the Provincial Transport Company, whose motor-coach services cover the province and international routes, and of the Canadian Transfer Company, operating sightseeing buses in and around Montreal. (Right: C.S.L. river steamer shooting the Rapids in St. Lawrence River.)



Fast Streamlined Trains . . .

• The Canadian Railway systems operate the most modern type of train equipment on important railway connections with the United States—and in Canada. The new Canadian Pacific Railway trains (left) running between Montreal and Quebec, Detroit and Toronto are designed for fast daylight service. Powered by the New "Jubilee" engines they can travel 110 miles an hour—with the utmost safety and comfort for passengers. The International Limited (below) operated by the Canadian National Railways makes record time on the popular through run between Montreal, Toronto, Detroit and Chicago.



• You can come to Montreal in a few hours by air, from all important centres in the United States.

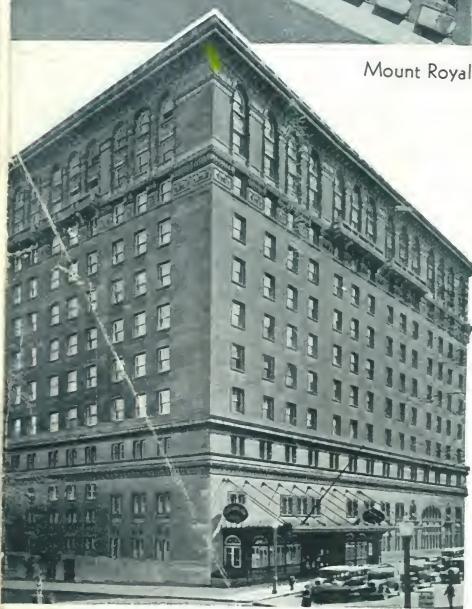




Mount Royal Hotel.



Windsor Hotel.



Ritz Carlton Hotel.



Berkeley Hotel.



Hotel Ford.



Hotel de la Salle.

• Page Thirty

"Home Away from Home"

At these fine hotels makes your Montreal visit doubly interesting. You can live like a king here—spend a lot—or a little, just as you wish.

• Here again the "Paris of the New World" gives you that finished unobtrusive service which world travellers expect in Paris—are delighted to find in Montreal.



Queen's Hotel.

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